

Community Shares of Wisconsin: Local nonprofits set annual online fundraiser for March 1

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Madison, WI – On Tuesday, March 1, local nonprofit organizations will host The Big Share®, an online day of giving organized by Community Shares of Wisconsin and focused on social and environmental justice. Now in its eighth year, the annual campaign is themed “Make Change Happen” and set to raise over \$500,000 for the 70 nonprofit members of Community Shares of Wisconsin. For the first time, the group hopes to engage 5,000 donors, as well. Visit thebigshare.org for details.

“Community Shares of Wisconsin is a hub for supporting the local causes we care about most,” said Board President, Bernie Hoes. “All donations help make change happen. With a minimum donation of \$5, we hope to engage all individuals looking to get involved. The Big Share amplifies your donations with matches and nonprofit bonuses, making it a great tool for people who want to work for systemic change.”

The Big Share 2022 will continue building its online impact by hosting its second “Big Share Live,” a day-long telethon highlighting local entertainment and featuring interviews with, and information from, Community Shares’ member nonprofit leaders and other friends of Community Shares. The March 1 online event will allow the public to follow along with the fun and help participating charities win cash prizes donated by local businesses and individuals. Big Share Live will broadcast on thebigshare.org and on YouTube.

A major focus again in 2022 will be empowering individuals in the community to create peer-to-peer fundraising campaigns for their favorite Community Shares member nonprofits. New this year are grand prizes which peer-to-peer fundraisers earn by raising the most money or by securing donations from the highest number

of donors.

Events leading up to The Big Share – including a kickoff event and Power Hour at 6:00 p.m. on Monday, February 28 – will be announced on Community Shares of Wisconsin’s social media platforms.

Facebook: <https://www.facebook.com/communityshares>

Twitter: <https://twitter.com/commshareswi>

Instagram: <https://www.instagram.com/commshareswi/>

Both the kickoff and the full day of events on March 1 will have a special focus on virtual and donor-led experiences, allowing donors, supporters, and nonprofits to interact online.

Community members will find it easy and fun to donate to their favorite groups, and often time their donations to maximize support. Visit thebigshare.org to search for groups by name or by issue area. Donate to one group or multiple groups. A gift to Community Shares of Wisconsin supports all groups.

Donors can take their advocacy for social and environmental justice to the next level by creating a personal fundraising campaign to build support for the organizations and causes they care about.

“Now is a key time to support the nonprofits working for equality and systemic change,” said Executive Director Cheri Dubiel. “The last two years have both demonstrated and exacerbated the need for change. Our member groups work to improve life and create a just place for all. The Big Share gives every donor, large or small, an opportunity to empower these groups and make change happen.”

The Big Share’s 2022 principal sponsor is Madison Community Foundation. Media sponsors are captimes.com, Triple MMM 105.5, and News 3 Now.